

1 Claims

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3 1. An advertising panel for mounting to a
4 structure, the panel comprising a sheet of plastic
5 material having an image applied to a first side of
6 the sheet, wherein the panel has an elongate
7 fastener provided on at least one longitudinal edge,
8 the elongate fastener having a thickness greater
9 than the sheet and being adapted to engage with a
10 corresponding slot provided on the structure.

11

12 2. An advertising panel according to Claim 1,
13 wherein the advertising panel is mounted to the
14 structure of a vehicle.

15

16 3. An advertising panel according to Claim 1,
17 wherein the advertising panel is mounted to a static
18 structure.

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20 4. An advertising panel according to any preceding
21 Claim, wherein the sheet has a hem and the elongate
22 fastener comprises a longitudinal member held within
23 the hem of the sheet.

24

25 5. An advertising panel according to Claim 4,
26 wherein the hem is formed by folding an edge of the
27 sheet around the elongate fastener and back against
28 the sheet, then securing the edge to the sheet.

29

30 6. An advertising panel according to any of Claims
31 1 to 3, wherein the elongate fastener comprises a

1 longitudinal member secured to the sheet by an
2 edging strip.

3

4 7. An advertising panel according to Claim 6,
5 wherein the edging strip passes around the elongate
6 fastener and is secured to each side of the edge of
7 the sheet.

8

9 8. An advertising panel according to any preceding
10 Claim, wherein the longitudinal member is flexible.

11

12 9. An advertising panel according to any preceding
13 Claim, wherein the panel has an elongate fastener
14 provided on two opposite longitudinal edges.

15

16 10. An advertising panel according to any preceding
17 Claim, wherein the sheet is flexible.

18

19 11. An advertising panel according to any preceding
20 Claim, wherein the sheet is a mesh of PVC,
21 polyester, polypropylene or a combination thereof.

22

23 12. An advertising panel according to any preceding
24 Claim, wherein the mesh is provided with apertures
25 allowing air passage therethrough, such that the
26 sheet has an air permeability of at least 1000
27 litres per second at 100 pascal.

28

29 13. An advertising panel according to any preceding
30 Claim, wherein the sheet of the advertising panel is
31 a woven material.

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1 14. An advertising panel according to Claim 13,
2 wherein the woven material has warp and weft fibres
3 bonded to each other at their intersections.
4

5 15. An advertising panel according to any preceding
6 Claim, wherein the panel is substantially
7 rectangular.
8

9 16. An advertising panel according to any preceding
10 Claim, wherein the panel is provided with an
11 extension piece at one or both of the two opposite
12 side edges, said one or both extension pieces being
13 provided with securing means to allow them to be
14 wrapped around the corner of a vehicle and secured
15 to the vehicle.
16

17 17. An advertising panel according to any of Claims
18 1 to 15, wherein one or both of the two opposite
19 side edges are provided with reclosable interlocking
20 fasteners adapted to engage with corresponding
21 interlocking fasteners on the structure.
22

23 18. An advertising panel according to Claim 17,
24 wherein the fasteners are 3MTM Dual LockTM fasteners.
25

26 19. An advertising panel according to any of Claims
27 1 to 15, wherein one or both of the two opposite
28 side edges are provided with an elongate fastener
29 having a thickness greater than the sheet on each of
30 the two opposite side edges, the fastener being
31 adapted to engage with one or more lateral fastening
32 members on the structure.

1 20. An advertising panel according to Claim 19,
2 wherein the one or more lateral fastening members
3 are releasable clamping members adapted to clamp the
4 elongate fastener in a selected one of a plurality
5 of positions.

6
7 21. A vehicle having a wall provided with a slot or
8 slots on the exterior surface thereof, the vehicle
9 having an advertising panel mounted on said exterior
10 surface, the panel comprising a sheet of plastic
11 mesh material having an image applied to a first
12 side of the sheet, wherein the panel has an elongate
13 fastener provided on at least one longitudinal edge,
14 the elongate fastener having a thickness greater
15 than the sheet and engaged with said slot or slots
16 on said vehicle.

17
18 22. A vehicle according to Claim 21, wherein the
19 advertising panel is an advertising panel according
20 to any of Claims 1 to 20.

21
22 23. A vehicle according to Claim 21 or 22, wherein
23 the exterior surface is on a side wall of the
24 vehicle.

25
26 24. A vehicle according to any of Claims 21 to 23,
27 wherein the slot or slots are provided in one or
28 more track members bonded to the exterior surface by
29 adhesive.

30
31 25. A vehicle according to any of Claims 21 to 23,
32 wherein the slot or slots are provided in one or

1 more track members secured to the side wall by
2 fixing means.

3

4 26. A vehicle according to any of Claims 24 to 25,
5 wherein the track members are extruded members, and
6 the slot or slots are shaped to allow keying of the
7 elongate fastener with the slot or slots.

8

9 27. A vehicle according to Claim 26, wherein one or
10 more of said track members are provided on each of
11 the upper and lower edges of the exterior surface.

12

13 28. A vehicle having a load bearing volume at least
14 partially enclosed by a curtain, said curtain being
15 provided with a slot or slots on the exterior
16 surface thereof, the vehicle having an advertising
17 panel on said exterior surface, the panel comprising
18 a sheet of plastic mesh material having an image
19 applied to a first side of the sheet, wherein the
20 panel has an elongate fastener provided on at least
21 one longitudinal edge, the elongate fastener having
22 a thickness greater than the sheet and engaged with
23 said slot or slots on said vehicle.

24

25 29. A vehicle according to Claim 28, wherein the
26 advertising panel is an advertising panel according
27 to any of Claims 1 to 20.

28

29 30. A vehicle according to Claim 28 or 29, wherein
30 the slot or slots are provided in one or more track
31 members bonded to the exterior surface by adhesive.

32

1 31. A vehicle according to Claim 28 or 29, wherein
2 the slot or slots are provided in one or more track
3 members secured to the side wall by fixing means.
4

5 32. A vehicle according to Claim 31, wherein
6 each of said track members has a corresponding
7 backing plate on the opposite side of the curtain,
8 the fixing means passing through the curtain and
9 joining the corresponding track member and backing
10 plate.
11

12 33. A vehicle according to any of Claims 28 to 32,
13 wherein the track members are extruded members, and
14 the slot or slots are shaped to allow keying of the
15 elongate fastener with the slot or slots.
16

17 34. A vehicle according to Claim 33, wherein one or
18 more of said track members are provided on each of
19 the upper and lower edges of the exterior surface.
20

21 35. A vehicle according to any of Claims 28 to 34,
22 wherein the track members are provided as discrete
23 lengths of track spaced at regular intervals on the
24 vehicle.
25

26 36. A method of modifying a vehicle to display at
27 least one advertising panel on at least one surface
28 of the vehicle, the panel comprising a sheet of
29 plastic mesh material having an image applied to a
30 first side of the sheet, wherein the panel has an
31 elongate fastener provided on at least one
32 longitudinal edge, the elongate fastener having a

1 thickness greater than the sheet said method
2 comprising the steps of:
3 securing one or more slotted track members in a
4 predetermined pattern on the surface of the vehicle
5 or on a curtain adapted to be mounted on the surface
6 of the vehicle, and
7 releasably attaching the advertising panel to
8 the one or more slotted track members by engaging
9 the elongate fastener in the slots provided on the
10 one or more slotted track members.

11

12 37. A method according to Claim 36, wherein the
13 advertising panel is an advertising panel according
14 to any of Claims 1 to 20.

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16 38. A method according to Claim 36 or 37, wherein
17 the advertising panel is substantially rectangular
18 having upper and lower longitudinal edges and two
19 side edges, and wherein elongate fasteners at the
20 upper and lower longitudinal edges are engaged in
21 the slots provided on the one or more slotted track
22 members, including the further step of:

23 releasably attaching the side edges of the
24 advertising panel to one or more releasable clamping
25 members.

26

27 39. A method according to Claim 38, wherein:

28 at least one side edge is provided with an
29 elongate fastener,

30 the side edge is attached to the one or more
31 releasable clamping members by clamping the elongate
32 fastener in a selected one of a plurality of

1 positions, to adjust the lateral tension in the
2 advertising panel.

3

4 40. An advertising panel for mounting to a
5 structure, the panel comprising a sheet of plastic
6 mesh material having an image applied to a first
7 side of the sheet, wherein the panel has a plurality
8 of resilient attachment means provided along at
9 least one edge of the panel.

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11 41. A vehicle having a rear door, the rear door
12 having mounted thereon an advertising panel
13 according to Claim 40.

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15 42. A vehicle according to Claim 41, wherein the
16 rear door is a roller shutter door.

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18 43. A vehicle according to Claim 42, wherein the
19 rear door has attachment fixings secured thereto,
20 each attachment means being attached to an
21 attachment fixing and being adapted to allow elastic
22 extension of the attachment means when the roller
23 shutter door is in its rolled state with the
24 advertising panel mounted thereon.

25

26 44. A vehicle according to any of Claims 41 to 43,
27 wherein the resilient attachment means comprises
28 elastic tension members of natural or synthetic
29 rubber.